

MAY 29 1925

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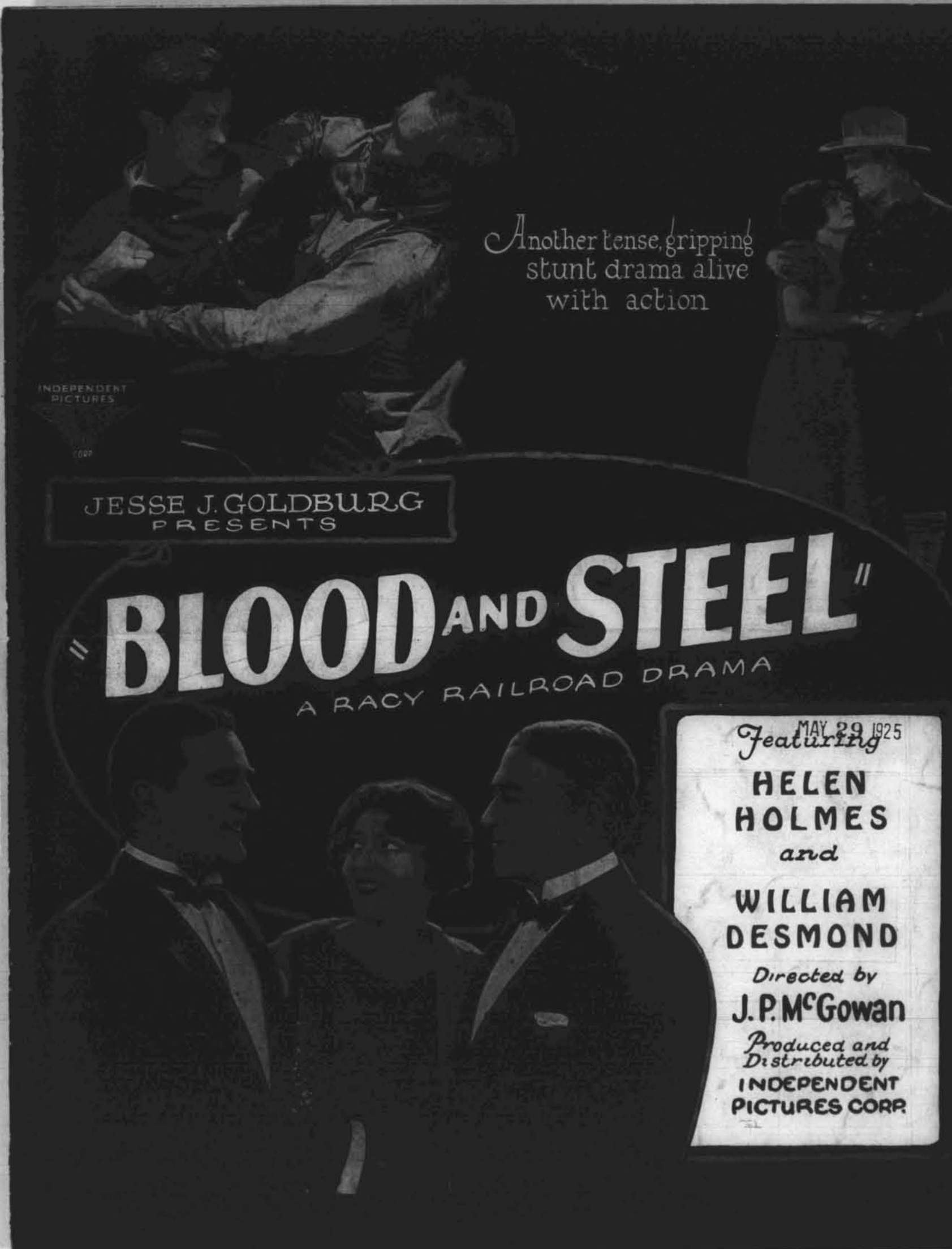
BLOOD AND STEEL

Photoplay in 5 reels

Story by George Plympton

Directed by J. P. McGowan

Author of the photoplay (under section 62)  
Independent Pictures Corporation of U.S.



Another tense, gripping  
stunt drama alive  
with action

INDEPENDENT  
PICTURES

JESSE J. GOLDBURG  
PRESENTS

# "BLOOD AND STEEL"

A RACY RAILROAD DRAMA

Featuring <sup>MAY 29 1925</sup>

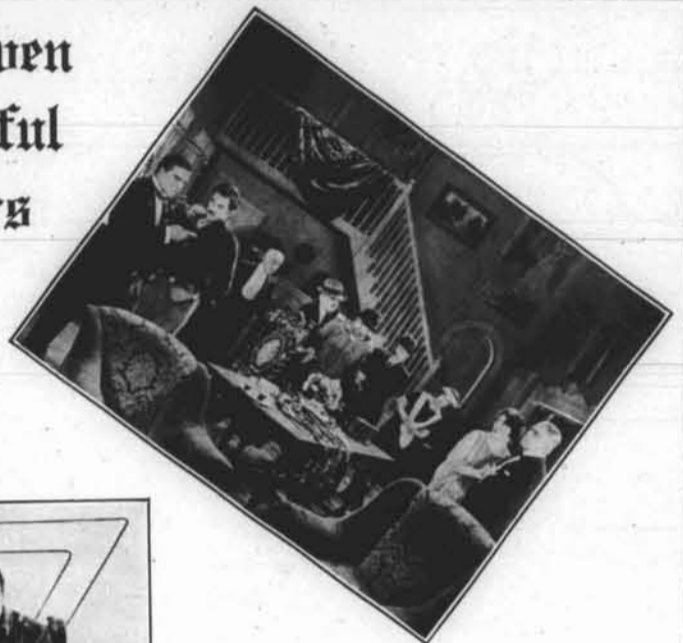
HELEN  
HOLMES  
and

WILLIAM  
DESMOND

Directed by  
J. P. McGowan

Produced and  
Distributed by  
INDEPENDENT  
PICTURES CORP.

In Seven  
Beautiful  
Colors



The  
Lobby





## A Lively Stirring Story with Stars That Thrill and Please



### Blood and Steel

Combination Society Drama  
and Western



The Pacific Coast Railroad had received a franchise to construct a branch line which would connect with the main line with a huge reclamation project. To keep the franchise, however, the work had to be completed at noon on a specified date.

Devore Palmer, in charge of construction, was being handsomely paid by a rival road to delay the work so that they could gain the franchise. In with him on the scheme was Jurgin the Terrible, who kept a saloon in the vicinity and was noted for his grafting ways.

The delays in the construction had occasioned a visit from W. Grimshaw, general manager in the East, who came on with his daughter, Helen. When he discovered that Palmer had made Jurgin construction boss he immediately demanded his dismissal substituting for him Gordon Steele, in charge of the work on the dam.

Steele gladly accepted the position but his father begged him to back out, declaring that Grimshaw had ruined him and would probably do the same with his son. Steele, however, decided not to resign but instead to delay the work so as to punish Grimshaw.

With carefully calculated steps he incurred the annoyance of the men and succeeded in getting them to quit. Just at this time he heard that Palmer was delighted at his last move because by it he was playing directly into his hands. He also learned of Palmer's scheme to get the franchise for their rivals, and he determined that he would complete the road at any cost.

Palmer, seeing his opportunity slip through his fingers, went to Grimshaw and attempted to undermine Grimshaw's confidence in Steele. It so happened that just at this moment Steele was having trouble with some of Palmer's men and was engaged in a fight with two of them as Palmer, Grimshaw and Helen came along. Helen was outraged at his seeming cruelty and thereafter scorned to look at him.

But nothing could balk Steel's determination and by the time the day arrived for the expiration of the franchise, Steele was ready to run the special over the line.

In the meantime, Palmer at the other end of the line had received word that the special had started and taking a desperate chance he started an unmanned engine in the opposite direction. Two workmen chancing to see his act, telegraphed ahead and Helen, at the next station, received the message. Taking the only possible course, she swam the river with her horse, and reached the switch just an instant before the two trains clashed.

Hasty explanations followed and all the differences between Grimshaw and the senior Steele were patched up while the two young folks decided to forget the past and spend their time planning for a future together.

### A J. P. McGOWAN PRODUCTION

STORY BY GEORGE PLYMPTON

EDITED BY BETTY DAVIS

ROLAND C. PRICE - CAMERAMAN

Entire Production under the  
Personal Supervision of

*Jesse Goldberg*

## The Players

#### W. L. Grimshaw

Head of the Pacific Coast Western Railroad in the East.

ROBERT EDESON.

#### Helen Grimshaw

His daughter, a clean, fine girl.

HELEN HOLMES.

#### Gordon Steele

A young construction engineer.

WILLIAM DESMOND.

#### Devore Palmer

Grimshaw's assistant who is doing his best to delay the completion.

MACK V. WRIGHT.

#### Jurgin, 'The Terrible'

Railroad foreman who is working hand in hand with Palmer.

ALBERT J. SMITH.

#### Vera

Jurgin's niece, who manages the saloon which her uncle runs close to the dam.

RUTH STONEHOUSE.

#### The Cook

A good natured old rascal.

C. L. SHERWOOD.

#### Tommy

The rolling stone who never did much harm but never did any good.

PAUL WATLERS.

#### Gordon Steele's Father

A broken old man whose futile battle with the world had broken his spirit.

WALTER FITZROY.

# EASY EXPLOITATION

## TEASE THEM WHILE YOU PLEASE THEM

A teaser herald, you can have  
printed for almost nothing.

B ig new entertainment  
L ovely Helen Holmes in an  
O riginal story  
O f railroad intrigue with  
D aring William Desmond  
  
A n unusual story  
N ewly told and  
D elightfully portrayed  
  
S cores of real thrills  
T housands of spectacular scenes  
E very reel a new sensation  
E verybody will enjoy it  
L et the kiddies see it with you

When you place your ads with your local paper, give them mats of these scene cuts. You are sure then of getting a good break. Scene cuts tell a story at a glance. They do much to arouse the public's curiosity. Don't miss a good opportunity for attracting interest.



(2 Col. Scene Cut or Mat)

## Toy Store Tie-Up

In the vicinity of your theatre there must be a toy store or an electric shop that sells toy electric trains. A very effective and unusually attractive display can be arranged with these trains. Present a straightforward proposition to the dealer on a tie-up that will be of mutual benefit. Let your printer make an 11 x 14 card for you calling attention to the display in the dealers window mentioning "Blood and Steel" at the same time. Give this a prominent place in the front of your lobby.

## Electric Train Lobby

If you are interested in a lobby that will attract both the adults and the youngsters and at the same time cost you practically nothing here is an idea you can use to advantage. Go to the man who sells toy trains and get him to lend you an entire outfit including trains, signal posts, tracks; lights, etc., and lay them out attractively on the floor of the lobby. All it will cost you is a little electricity to keep the trains running all day, and you will be amazed by the crowds that will be attracted by the display. A sign telling the name of the dealer from whom the trains have been borrowed will compensate him for the loan of the apparatus.

## Catchlines That Catch Patrons

She could swim the creek and—See  
BLOOD AND STEEL.

With the train speeding ahead he  
clung to the throttle but—See Blood  
and Steel.

"Steele I'm going to  
carry this fight thru  
even if I have to sac-  
rifice you."

"Don't worry about  
your job. Steel's play-  
ing right into my hands  
and—See Blood and  
Steel.



(1 Col. Scene Cut or Mat)



## A Contest That Your Put Over For

A spelling contest is like so many other contests, and to run one costs you nothing. Place your advertising with the newspaper and have them run a spelling contest with the letters of Blood and Steel as the prize should be something that will interest the children. The prize should be something that will interest the children.

The children will find this as a challenge. And through them you can get a lot of contact. Because of its educational value teachers will favor the spelling contest. It will boost the paper and yourself by its cooperation.



(2 Col. Scene Cut or Mat)

YOU HAVE A BIG  
PLAY IT UP  
IT WILL GO OVER  
AND THAT MEANS BIG MONEY

USE  
BALLYHOOS  
ADS  
LOCAL  
TIE-UPS  
TEASERS

# THAT SPELLS PROFITS

Railroad wrecks excite—  
Daring rescues delight—  
Romance Thrills—  
That's why you want to see—

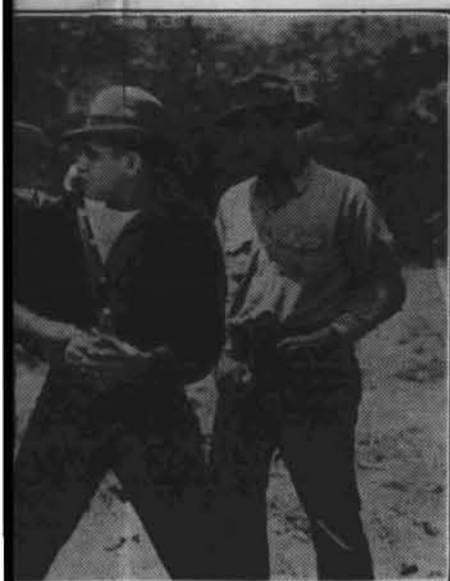


JESSE J. GOLDBURG  
*presents*  
HELEN HOLMES—W<sup>m</sup> DESMOND  
*Supported by* ROBERT EDESON  
*in*  
**"BLOOD AND STEEL"**  
*An action drama that thrills*

YOU DON'T WANT TO OVERLOOK THE BIG POSSIBILITIES IN THESE ATTENTION-ARRESTING ADS. THEY HAVE BEEN PREPARED ESPECIALLY FOR YOU--USE THEM.



JESSE J. GOLDBURG  
*presents*  
One of the tensest thrill  
dramas of the year—  
**"BLOOD AND STEEL"**  
*with*  
HELEN HOLMES—W<sup>m</sup> DESMOND  
*and an all star cast.*



(Col. Scene Cut or Mat)

AVE A BIG PICTURE—  
AY IT UP BIG—  
LL GO OVER BIG—  
ANS BIG MONEY FOR YOU—



(Slide A)

## ACCESSORIES

- 1 six sheet
- 1 three sheet
- 2 one sheet
- 8 11 x 14 lobby cards
- 2 22 x 28 lobby cards
- 1 press book music cue
- 3 two column scene cuts and mats
- 3 one column scene cuts and mats
- 1 one column ad cut and mat
- 1 two column ad cut and mat
- 2 colored slides
- 25 Stills Action Trailer



(Slide B)

# For Your Local Newspapers

## TRAIN WRECKED, ENGINEER SAVED BY DARING LEAP William Desmond, Driving Train at Sixty-five Miles Leaps to Safety When Train Crashes.

With his engine speeding ahead at the rate of sixty-five miles an hour on the down grade and an inevitable collision ahead of him, William Desmond, noted screen star, leaped from the train he was operating and landed safely on the road bed just a moment before the train crashed into the siding wrecking the engine and totally destroying a passenger station.

Desmond, who is appearing in the role of railroad engineer in "Blood and Steel," the feature this week at the Isis Theatre, was to take the engine down the line at a moderate rate of speed, as he came to the down grade he suddenly lost control of the the throttle, the engine bounded ahead gaining momentum as it sped on. Desmond clung madly to the throttle hoping to regain control of the runaway engine when it arrived on the level, but near the bottom of the grade,



(1 Col. Scene Cut or Mat)

the engine suddenly swerved to the left and crashed into the siding, not however, before Desmond had leaped from his place and landed safely, if a bit bruised, on the cinder roadbed.

During the entire horrifying spectacle, the cameramen stuck close to their posts, speeding up their machine as the train gained, with the result that not a single

foot of the hartowing race was lost to the screen. Though Desmond was a bit shattered by his experience, when it was all over he was delighted that he had made such a valuable contribution to "Blood and Steel."

## HELEN HOLMES DOES ONE HUNDRED AND EIGHTY- SIXTH DIVE OFF CLIFF America's Foremost Stunt Girl Again Faces Danger.

Helen Holmes, America's foremost stunt girl, who hesitates at nothing no matter how hazardous it may be, performed her one hundred and eighty-sixth dive from a cliff during the filming of "Blood and Steel" which will be shown all next week at the Rialto Theatre.

No horse is too wild for Helen Holmes to ride, no water is too treacherous for her to swim. The story of "Blood and Steel" called for a spectacular high dive from an overhanging cliff, into the creek below. J. P. McGowan, director of the film offered to get someone to do the trick for Miss Holmes. She would not hear of it, and by the time the camera had been set she was at the topmost peak waiting for the signal to go.

It is little wonder that spectators get a genuine thrill out of scenes like this, but the thrill the audience gets is nothing compared to the sensation that Miss Holmes and the entire company is treated to every time she undertakes some new and more difficult feat.

### (Advance Notice)

Patrons who have seen William Desmond and Helen Holmes in the many delightful stunt dramas in which they have appeared in the past will be delighted to hear that they have just completed another picture, "Blood and Steel," which will be shown all next week at the Claremont Theatre.

Each picture has called for some new and special bit of daring at which neither one of this reckless pair ever flinched, until now it seems to be a race to see if the author's imagination can't outwit the daring of these two.

But apparently the writer is playing

the wrong end of the bet for in this latest picture George Plimpton, has called for a train wreck with William Desmond driving the train, and Desmond drives the train, wrecking the engine and the passenger station beyond recognition, but saves himself, entirely unhurt. There is some thrill in store for those who are fortunate enough to make the time to see "Blood and Steel."

## "BLOOD AND STEEL" A DELIGHT- FUL DRAMA

First Night Audience Applauds New  
Holmes-Desmond Picture

A delighted audience last night witnessed the initial showing of "Blood and Steel," the feature offering this week at the Orpheum. The story is a unique society drama with a very liberal share of western scenery and western atmosphere, which puts the picture in a class by itself and stamps it as delightful entertainment.

Helen Holmes, who has become endeared to the public as the daring stunt girl who knows no fear, is the charming heroine playing opposite William Desmond, an actor whose work has lifted him to the ranks of the best known and best liked.

The story revolves around the construction of a new branch of the Western Pacific railroad which must be completed upon a stated date or the company loses its concession. The supervisor of the job, an interested partner in the rival company, is using every device to de-



(1 Col. Scene Cut or Mat)

lay the work so that the concession will fall into the hands of his company.

As the young construction engineer who is given the job when the general manager comes west and finds things are not moving, William Desmond completes the road in the face of the many obstacles against which he must fight, and for his efforts is rewarded by gaining the love and admiration of Helen Grimshaw, daughter of the general manager. Helen Holmes plays the part of the daughter.

The numerous tense situations, and the breath-taking races with which the film is replete, created such profound suspense that every spectator sat tense waiting for the final climax, which, when it came, provided even a bigger thrill than had been expected.

Both Helen Holmes and William Desmond played their parts with refreshing enthusiasm and interest, and had the good fortune to be surrounded by an unusually capable cast. The role of Grimshaw, the general manager, was played by Robert Edeson, an old favorite who has starred in some of the most prominent screen and stage productions.



(2 Col. Scene Cut or Mat)

A  
JESSE J. GOLDBURG  
THRILL-PICTURE

## Musical Setting for "BLOOD AND STEEL"

Arranged by—Jos. Zivelli.

A  
ZIVELLI  
CUE  
SHEET

SEE NOTE.

No.	Time	Cue	Selection	Tempo	Scene—Remarks
1.	2½	D At screening	Siesta—Hay (Boston)	4-4 Allegretto Moderato	Titles. Scenery. Palmer tells laborers to TAKE THEIR TIME
2.	1¾	T Jurgin's place was a den	Mooching Along—Romberg (Harms)	DANCING Trot	FF and p to action. Restaurant. Barroom for laborers.
3.	¾	T You've made a mistake	Agitato #25—Langey (Ditson)	4-4 Allegro (open slow)	Tells Jurgin of error. FIGHT.
4.	¼	D Resume dancing	Hide Me Away—Gillespie (Remick)	Popular Trot	
5.	¾	D Stop dancing	Chant Boulevards—Zamecnik (Fox) (Open excitedly)	2-4 Moderato	Palmer runs in and tells men to GET BUSY the "BOSS" has arrived.
6.	1¾	T The Canyon Dam	By An Old Mill Stream—N. Leigh	2-4 Allegretto Moderato	Gordon directing work. Accepts Grimshaw's offer.
7.	1½	D Two Laborers Fight	Rondo—I. Berge (Belwin)	4-4 Allegro	FALLS down DAM into water. GORDON rescues him.
8.	1	T The Grimshaw Home	Relaxation—Hersom (Jacobs)	Waltz Mod. (cut intro.)	Helen, Dad and Palmer.
9.	2¾	T Close to the dam	April Message—Ancliffe (Hawkes)	2-4 Moderato Andante	Gordon and his sick father. Tells son of Grimshaw's doings years ago.
10.	1¼	T Taking advantage	Agitato #84—Berge (Jungnickel)	2-4 TENSION Moderato	Gordon stops men drinking. They quit job.
11.	¾	T The Camp Cook's fondness	The Happy Frog—Hauf (Hawkes)	4-4 HUMOROUS Allegretto	Likes to "drink." Jurgin places salt in sugar bag.
12.	1	D Gordon strikes trouble-maker	Agitato #43—Brockton (Fischer)	4-4 Dram. Allo.	
13.	1¼	D Men resume work	Willow Blossoms—Sousa (Harms)	4-4 Allo. Mod.	—then kitchen. Man strikes dinner GONG.
14.	3	D Man tastes pudding	Babillage—Gillet (Fischer)	4-4 Allo. Mod.	SALTY. They complain. Gordon tells them to QUIT if they like.
15.	¾	T The result of a reckless,	Woodland Flirt—Hager (Belwin)	3-4 Allegretto Moderato	Helen in auto STUCK. Gordon on scene.
16.	1¼	T Palmer's influence has,	Secrets—Ancliffe (Hawkes)	4-4 Moderato	Gordon learns that Palmer is double-crossing Grimshaw.
17.	2¾	D With a resolution born of,	Dram. Recitativo #3—Aborn (Belwin)	4-4 And. Con Moto	Gordon engages laborers. Tells Palmer the work WILL be finished ON TIME.
18.	¾	T He must get to the dam	Heavy Villainous—Luz (Belwin)	4-4 DRAMATIC	PLOT. Then Jurgin ABUSES Vera.
19.	½	D Gordon fights Jurgin	SAME—Letter B.	4-4 Agitato	Rescues Vera.
20.	1	D Close-up Vera and Gordon	Sympathy—Friml (Schirmer)	Waltz Lento	Helen sees them, Palmer LIES to Helen about Vera and Gordon.
21.	2¾	D Palmer and gang	Dramatic Allegro—Savino (Schirmer) EFFECT: Auto off bridge	4-4 Allegro	To prevent Gordon from reaching dam.
22.	4	D Gordon's father close-up	Orestes Symphony—Bendix (Feist) (Play to action)	4-4 DRAMATIC Suite	Letter from son. Close Jurgin's place. Palmer lies to Grimshaw about TRAIN WRECK.
23.	1¼	D Jurgin enters	Jacob's Inc. Music—Series F (Jacobs)	4-4 Allegro con Fuoco.	Sore at Palmer. Tells of plot.
24.	¾	T Steele we've all been wrong	The Caress, Barrett (Witmark)	4-4 Moderato	Grimshaw explains to Gordon. Friends again.
25.	1¾	T The Chance in a thousand	Joy—Zamecnik (Fox)	4-4 JOUOUS Allegro	Road finished on time.
26.	4¾	D Palmer starts locomotive	Furioso #2, Langey (Schirmer) DRUMMER: 'Work Up' this exciting CLIMAX	2-4 Allegro Vivace	WANTS REVENGE. FIGHT. The Special and wild engine to COLLIDE. Helen RIDES to switch.
27.	1½	D After WILD ENGINE CRASHES into shed	Ladder of Love—Cobb (Jacobs)	Waltz Moderato	Vera calls on Helen and tells of going to marry TOMMY.
28.	1¾	T The completion of	Whims of Love—Baron (Belwin)	6-8 Allegretto amoroso	Gordon calls for Helen. His father and Grimshaw are friends again. Short love scene.

THE END

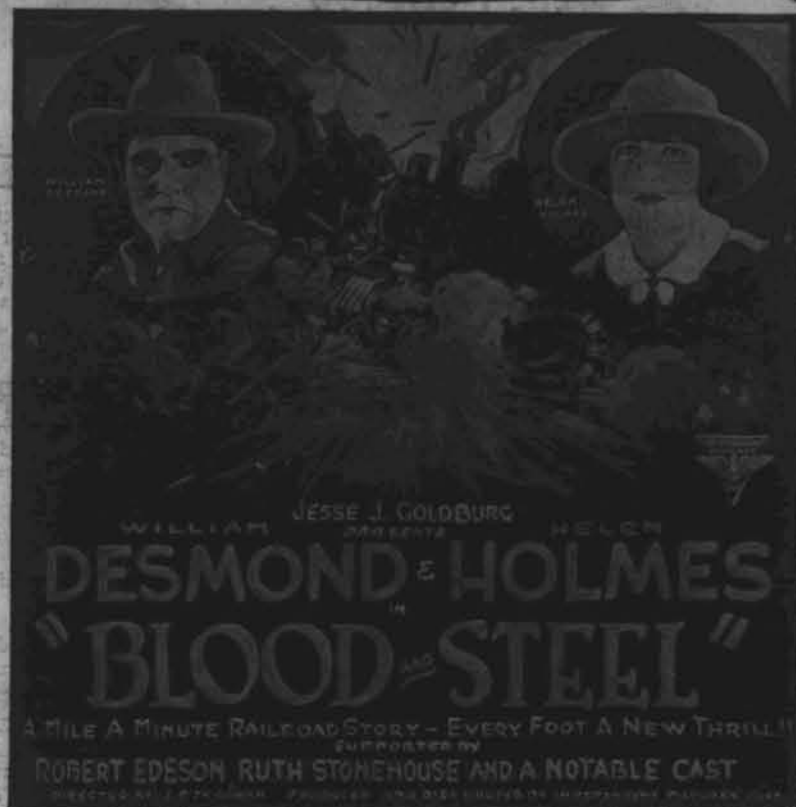
### NOTE

Length: 5 reels. Total time when scored 54 minutes.

Character: A Railroad Drama with a thrilling climax of a train and a WILD engine going in OPPOSITE directions.

### STORY IN BRIEF

PALMER—(Mack V. Wright) working for the Pacific Coast R.R. is being paid by a rival R.R. to DELAY work on a new main line. Gen.-Mgr. Grimshaw (Robert Edson) arrives with his daughter Helen (Helen Holmes) and dissatisfied with the delay engages a live-wire, Gordon Steele (William Desmond) who is finishing work on a gigantic dam. But Gordon learns that at one time Grimshaw "dropped" his (Gordon's) dad out of business so Gordon decides to GET EVEN for his dad by DELAYING the work—but—Helen's smile and the news that Palmer is DOUBLE-CROSSING Grimshaw change Gordon to a determination to FINISH ON TIME. The work completed PALMER in anger star's an engine in OPPOSITE directions to the SPECIAL. Helen rides FAST and gets to switch IN TIME to divert engine into a shed and saved the Special.



ONE SHEET A

SIX SHEET

# LITHOGRAPHS



THREE SHEET



ONE SHEET B

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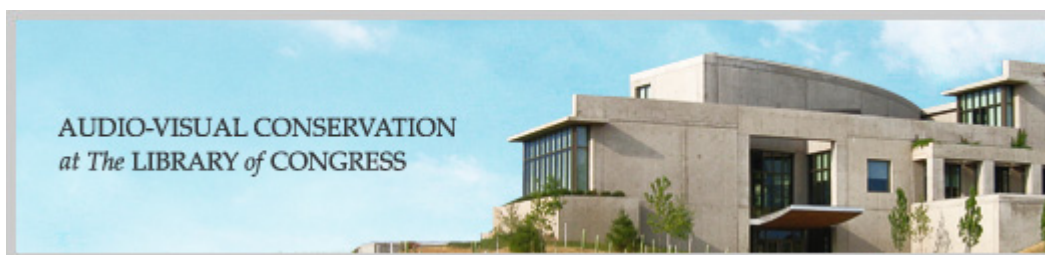
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